

Kathleen Huckle Takes Regional Supervisor Job

CRO—Kathleen Huckle assumed the duties of a regional personnel supervisor in the Central Region, announced Howard R. Vescelius, regional manager. Formerly, Miss Huckle was personnel supervisor at Kresge 685, Lincoln Park, Mich.

She joined the Kresge Company in 1950 as a saleswoman at Kresge 490, Dearborn, Mich. She also served as floor supervisor and merchandise supervisor at 490.

D. P. Cockrum Is District Food Manager

David P. Cockrum, former food manager, has been appointed a district food manager in the Southern Region, announced George F. McVinnie, regional manager.

Mr. Cockrum, who assumed his new duties in March, is supervising the stores formerly under the direction of Norman A. Luna. Mr. Luna has taken over the management of the food department at Kresge 717, Atlanta, Ga.

Mr. Cockrum has managed the food departments at 742, 745, 725, and 566.

Japanese Supplier Visits D. O. Import

The Detroit Office had guests from the Orient in May. Mr. and Mrs. Hajime Sakai from Tokyo, Japan, and Taeko Koyasu, their correspondent interpreter, visited the Detroit Office import department during a business trip that also took them to Canada and South America.

Mr. Sakai is president of Sakai & Co., Ltd., in Tokyo. The Japanese firm supplies many toys and pin cushions to the Kresge Company. Robert T. Rodgers, Kresge's import manager, visited the Sakai company during his trip to the Orient in May and June.

D. O. Bowlers Win Kresge Tournament

The fifth annual Kresge Bowling Tournament held May 16, in Bowling Green, O., proved a victory for the top bowlers of the Detroit Office Men's League. Detroit bowlers defeated the top bowlers of the Kresge Warehouse Men's League by five points to three.

During the event, thunderstorms lashed the area and lightning struck the building in which the Kresge teams were bowling. No one was injured.

The win was the fourth in five years for the Detroit team. Winners were: Harold Gates, Larry Baker, Earl Gray, Russ Voakes, Bill Vesperman, Ralph Montgomery, Fenton Colthorp, Fritz Frederick, John Smith and Ed Bayer.

Warehouse bowlers were: Ron Van Meter, Dan Confer, Paul Budig, John Quinn, Ed Springer, Leo Kellier, Lou Baughman, Russ Baker, Frank Alfred and Bill Roebuck.

SEMINAR HIGHLIGHTS NEW DESIGN

Super 8 Movie Camera Debuts in K marts

The most revolutionary design in amateur movie making since eight millimeter cameras is being introduced in K mart camera departments throughout the company, related Buyer Dwight W. Presser Jr.

This new design, the Super 8, represents a major breakthrough in movie camera design, Mr. Presser pointed out, because it eliminates error in the mechanical aspects of movie-taking.

The secret to the Super 8 movie camera is a film cartridge which is dropped in the camera. After



CUSTOMER CREDIT ACCOUNT INFORMATION is filed in "tubs," open files, for fast reference at Detroit and Chicago Credit Offices.



COLLECTION DEPARTMENT employees at the credit office check accounts and, where necessary, remind customers of missed payments.



BILLING MACHINES, run by trained operators, total the monthly statements which are later folded, inserted, sealed automatically.

the film cartridge is inserted, the camera automatically adjusts itself for the proper filter and correct exposure setting.

The entire loading procedure of the Super 8 takes approximately seven seconds as opposed to one and a half minutes for a conventional movie camera. Also, because the film is factory-loaded into the cartridge, the photographer can load his camera in bright sunlight.

Mr. Presser added: "Because of the Super 8's simplicity, employees with little camera knowledge as well as experts will be able to sell these movie cameras."

Super 8 film is 8mm wide with

50 feet of uninterrupted shooting and has 50 percent more picture area than regular 8mm film, producing brighter, sharper movies, Mr. Presser said. When the film runs out, the camera automatically turns off.

K mart regional camera and jewelry supervisors saw demonstrations of Super 8 cameras by Eastman Kodak, Argus and Bell and Howell at a three-day seminar at the Detroit Office, May 12 through May 14.

K marts will sell Super 8 models manufactured by Kodak, Bell and Howell, Argus, Yashica and Crestline.

Two Credit Offices Serve Accounts in 25 States

"Just say: 'Charge it, please.'"

Hundreds of thousands of credit transactions are handled monthly by the Kresge Company as a result of this customer convenience in Kresge and K mart stores. Just 100 people in the Detroit and Chicago credit offices keep Kresge's immense credit operation running smoothly. They are supervised by Herbert S. Christner, general credit manager.

Despite their names, the two credit offices service large territories. The Detroit credit office, managed by Donald A. Lloyd, handles credit for 12 states:

Michigan, Pennsylvania, New York, Kansas, Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Florida, Louisiana and Oklahoma.

The Chicago credit office serves:

Wisconsin, Indiana, Illinois, Missouri, North Dakota, South Dakota, Texas, Colorado, Wyoming, California, Arizona and New Mexico. Its manager is Richard R. Rosebrook.

What exactly do these offices do? If you follow a new credit application on its route from a store to one of the credit offices, you'll discover that it begins its life at the credit office in the new accounts department where a resume of the customer's past paying habits, obtained from the local credit bureau, is reviewed and evaluated.

When a new account is opened, a credit card is made and sent to the customer. At this point, the rest of the credit office's staff (over 50 employees in Detroit and over 40 in Chicago) goes into action. As soon as a customer makes a purchase with his credit card, copies of the sales slips are sent to the appropriate credit office and processed in the bookkeeping department, which also records any payments a customer makes. Most of this work is done on huge bookkeeping machines.

Each account is billed once a month on a predetermined date according to an alphabetical cycle billing schedule. A's are billed one day, B's another day, etc. Billing machines run by trained operators do this work and the bills are checked and folded, inserted in envelopes and sealed by automatic inserting and mailing machines.



H. S. Christner



D. A. Lloyd



R. R. Rosebrook

The collection department reviews the accounts from time to time and, where necessary, reminds customers of missed payments or discusses with customers the terms of their accounts.

The credit offices are open 65 to 70 hours a week to issue authorization easily available to nearby stores during non-shopping hours or to provide help on problems unable to be solved by the local credit supervisor.

For stores beyond practical telephone range, account information may be stored at store level, to properly authorize large charges for customers. It is maintained in a file at one of the local stores. Stores in the same general area may then telephone this store for approval of charges rather than call long distance to one of the central credit offices.

Complete records of each account are filed in long rows of open files called "tubs" for daily reference. In addition all statements and related charge slips and payments are microfilmed prior to mailing to customers, providing permanent records in detail of everything mailed.

Although thousands of transactions take place during the life of a customer's account, the efficiency of the credit offices and their maintenance of records makes it possible for a customer to use his credit card for many years, establishing for himself a record that can be used by other merchants in extending credit.

Two Assistants Join D. O. Buyers' Staffs

W. E. Sturges, vice president in charge of personnel, has announced the appointments of Marvin C. Johnson and Ralph N. Defendall as assistants to buyers at the Detroit Office.

Mr. Johnson reported to the administration building May 5 to assist sporting goods buyer Arthur E. McDonald.

Mr. Defendall reported to the administration building May 20 to assist health and beauty aids buyer Frederick W. Auert. Mr. Defendall was transferred from K mart 4039, South Bend, Ind., where he was an assistant manager.



REGIONAL JEWELRY AND CAMERA SUPERVISORS discuss the Super 8 movie camera at three-day seminar. Examining cameras are (l to r): Buyer Dwight W. Presser Jr., James Hackney, James Flatt, Frank Smith, Curt Smith, Jerry Grenier, Bell and Howell representative.